

Card Sorting Exercise

Purpose:

To see how you, the user, organizes and label information.

Results will help provide the top level navigation and content organization thereafter for the Web site.

Directions:

1. Scatter the cards around the table in random order.
2. Sit down at the table and sort the cards according to similarity.
 - a. Don't produce stacks that are too large or too small, but if a card deserves its own section, then, so be it.
 - b. Stacks don't need to be even.
 - c. Take your time.
 - d. If a card could fit in multiple piles, pick one of the piles that you believe makes the most sense.
3. After the cards are sorted into piles, use a post-it note and label the piles with a word or set of words that best describes what a person may find in that section. Place the post-it note on the top card of the pile.
4. Prioritize the stacks in order of importance. You can do this with information inside each of the stacks, but is not necessary.
5. Bundle the stacks together and rubber band them.
6. Please answer the following questions.

Questions:

- a. Name: _____
- b. Occupation: _____
- c. Years spent working in this field: _____
- d. Experience with the Internet: ___ Little use ___ Average ___ Very Knowledgeable ___ Expert
- e. Would you use the Web site if you had access to it? ___ Yes ___ No
- f. What kind of information would benefit you on the Web site? (Be as descriptive as possible).

- g. Was this card sorting exercise difficult for you? ___ Yes ___ No

Why or Why not?